

The following is a detailed listing of all claims that are, or were, in the application. A status identifier is provided for every claim and the current text of every claim is presented, unless the claim has been cancelled. Current amendments to the claims are expressed in the detailed listing by strikethrough or brackets (for deleted matter) or underlining (for added matter).

1. (Currently Amended) A method for enabling a purchase of a product, comprising:
 - receiving, from a customer, an indication of a willingness to purchase ~~at least one~~ but not all of a plurality of products;
 - receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;
 - selecting, for the customer by the third party via a computing device, ~~at least one~~ of the plurality of products;
 - providing an indication of the ~~at least one~~ selected product; and
 - ~~arranging for a benefit to be provided based on a purchase of the at least one selected product.~~
 - providing a benefit.
2. -5. (Cancelled)
6. (Currently Amended) The method of claim 1, wherein said selecting is completed by at least one of the following:
 - ~~a customer;~~
 - a customer device;
 - a retailer;
 - a retailer device;
 - a seller;
 - a seller device; or
 - a controller.

7. (Original) The method of claim 1, further comprising:
providing an indication of said benefit.
8. (Original) The method of claim 7, wherein said indication of said benefit is provided to at least one of the following:
a customer;
a customer device;
a retailer;
a retailer device;
a seller;
a seller device; or
a controller.
9. (Original) The method of claim 7, wherein said indication of said benefit is provided by at least one of the following:
a customer;
a customer device;
a retailer;
a retailer device;
a seller;
a seller device; or
a controller.
10. (Previously Presented) The method of claim 1, further comprising:
receiving an indication of a purchase of said at least one selected product.

11. (Original) The method of claim 10, wherein said indication of a purchase is received from at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

12. (Original) The method of claim 10, wherein said indication of a purchase is received by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

13. (Previously Presented) The method of claim 1, further comprising at least one of the following:

- receiving a customer identifier;
- determining a customer identifier; and
- determining a payment identifier.

14. (Original) The method of claim 1, further comprising:
receiving a payment identifier.

15. (Original) The method of claim 14, wherein said payment identifier is a customer identifier.

16. (Previously Presented) The method of claim 1, further comprising:
imposing a penalty if said at least one selected product is not purchased.
17. (Original) The method of claim 1, further comprising:
receiving an indication of a retailer category, said retailer category
including at least two retailers.
18. (Original) The method of claim 17, further comprising:
selecting one of said at least two retailers; and
providing an indication of said selected one of said at least two retailers.
19. (Previously Presented) The method of claim 18, further comprising:
determining if said at least one selected product has been purchased at said
selected one of said at least two retailers.
20. (Previously Presented) The method of claim 19, wherein said providing an
indication of a benefit occurs only if said at least one selected product has been purchased
at said selected one of said at least two retailers.
21. (Previously Presented) The method of claim 1, further comprising:
providing a benefit based on a purchase of said at least one selected
product.
22. (Previously Presented) The method of claim 1, further comprising:
providing an indication of a penalty if said at least one selected product is
not purchased.
23. (Previously Presented) The method of claim 1, further comprising:
arranging for a penalty to be imposed if said at least one product is not
purchased.

24. (Cancelled)

25. (Previously Presented) The method of claim 1, further comprising:
providing an indication of a price for said at least one selected product.

26. (Previously Presented) The method of claim 1, further comprising:
determining a price for said at least one selected product.

27. (Previously Presented) The method of claim 1, further comprising:
determining a condition of purchase for said at least one selected product.

28. (Previously Presented) The method of claim 27, further comprising:
providing an indication of said condition of purchase of said at least one
selected product.

29. (Currently Amended) A method for enabling a purchase of a service, comprising:
receiving, an indication of a willingness to purchase ~~at least one but not all~~
of a plurality of services;
receiving, a binding agreement to purchase the one service selected by a
third party from the plurality of services;
selecting, by the third party via a computing device, ~~at least one of the~~
plurality of services;
providing an indication of the ~~at least one~~ selected service; and
providing an indication of a benefit based on a purchase of ~~said at least the~~
one selected service.

30. – 33. (Cancelled)

34. (Currently Amended) The method of claim 29, wherein said selecting of the at least one service is completed by at least one of the following:

- ~~a customer;~~
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

35. (Original) The method of claim 29, wherein said indication of a benefit is provided to at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

36. (Original) The method of claim 29, wherein said indication of a benefit is provided by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

37. (Cancelled)

38. (Currently Amended) A method for enabling a purchase of a service, comprising:
receiving, from a customer, an indication of a willingness to purchase at
~~least one but not all~~ of a plurality of services;

receiving, from the customer, a binding agreement to purchase the one
service selected by a third party from the plurality of services;

selecting, for the customer by the third party via a computing device, at
~~least one~~ of the plurality of services;

providing an indication of said ~~at least one~~ selected service;

determining if said ~~at least one~~ selected service has been purchased; and

arranging for a benefit to be provided based on a purchase of said ~~at least
one~~ selected service.

39. (Currently Amended) A method for enabling a purchase of a product, comprising:
receiving, from a customer, an indication of a willingness to purchase at
~~least one but not all~~ of a plurality of products;

receiving, from the customer, a binding agreement to purchase the one
product selected by a third party from the plurality of products;

selecting, for the customer by the third party via a computing device, at
~~least one~~ of the plurality of products;

providing an indication of said ~~at least~~ the one selected product; and

providing an indication of a benefit based on a purchase of said ~~at least
one~~ selected.

40. (Cancelled)

41. (Currently Amended) A method for enabling a purchase of a service, comprising:
receiving, from a customer, an indication of a willingness to purchase ~~at least one~~
~~but not all~~ of a plurality of services;

receiving, from the customer, a binding agreement to purchase the one service
selected by a third party from the plurality of services;

selecting, for the customer by the third party via a computing device, ~~at least one~~
of the plurality of services;

providing an indication of said ~~at least one~~ selected service; and

providing an indication of a benefit if said at least one selected service has been
purchased.

42. (Cancelled)

43. (Currently Amended) A method for enabling a purchase of a product or service,
comprising:

receiving, from a customer, an indication of a product or service;

receiving, from [[a]] the customer, an indication of a first retailer and a
second retailer;

receiving, from the customer, an indication of a willingness to purchase
[[a]] the product or service from any one of the first retailer and the second retailer;

selecting, for the customer and via a computing device, one of the first
retailer and the second retailer;

providing an indication of said selected one of the first retailer and the
second retailer;

determining if the product or service has been purchased at said selected
one of the first retailer and the second retailer; and

providing an indication of a benefit if the product or service has been
purchased at said selected one of the first retailer and the second retailer.

44. (Previously Presented) The method of claim 43, further comprising:
providing an indication of said selected one of the first retailer and the second retailer.
45. (Previously Presented) The method of claim 43, further comprising:
receiving an indication of a purchase of a product or service at said selected one of the first retailer and the second retailer.
46. (Original) The method of claim 43, further comprising:
receiving a customer identifier.
47. (Original) The method of claim 43, further comprising:
receiving a payment identifier.
48. (Previously Presented) The method of claim 43, further comprising:
imposing a penalty if no purchase of a product or service is made at said selected one of the first retailer and the second retailer.
49. (Original) The method of claim 43, further comprising:
receiving an indication of a product category, said product category including at least two products.
50. (Original) The method of claim 49, further comprising:
selecting one of said at least two products; and
providing an indication of said selected one of said at least two products.
51. (Previously Presented) The method of claim 50, wherein said providing an indication of a benefit occurs only if said selected one of said at least two products has been purchased at said selected one of the first retailer and the second retailer.

52. (Previously Presented) The method of claim 49, further comprising:
providing a benefit based on a purchase of a product or service at said
selected one of the first retailer and the second retailer.
53. (Previously Presented) The method of claim 49, further comprising:
arranging for a benefit to be provided based on a purchase of a product or
service at said selected one of the first retailer and the second retailer.
54. (Currently Amended) A method for enabling a purchase of a product or service,
comprising:
receiving, from a customer, an indication of a product or service;
receiving, from a customer, an indication of a first retailer and a second
retailer;
receiving, from the customer, an indication of a willingness to purchase
[[a]] the product or service from any one of the first retailer and the second retailer;
selecting, for the customer ~~and~~ via a computing device, one of the first
retailer and the second retailer;
providing an indication of said selected one of the first retailer and the
second retailer;
receiving an indication that the product or service has been purchased at
said selected one of the first retailer and the second retailer; and
providing an indication of a benefit if the product or service has been
purchased at said selected one of the first retailer and the second retailer.
55. (Cancelled)

56. (Currently Amended) A method for enabling a purchase of a product, comprising:
receiving, from a customer, an indication of a willingness to purchase at
~~least one of a plurality of products;~~

receiving, from the customer, a binding agreement to purchase the one
product selected by a third party from the plurality of products;

selecting, for the customer by the third party via a computing device, at
~~least one of the plurality of products;~~

providing an indication of said ~~at least one~~ selected product;

determining if said ~~at least one~~ selected product has been purchased; and

arranging to provide a benefit if said ~~at least one~~ selected product has been
purchased.

57. (Currently Amended) A method for enabling a purchase of a service, comprising:
receiving, from a customer, an indication of a willingness to purchase at
~~least one but not all of a plurality of services;~~

receiving, from the customer, a binding agreement to purchase the one
service selected by a third party from the plurality of services;

selecting, for the customer by the third party via a computing device, at
~~least one of the plurality of services;~~

providing an indication of said ~~at least one~~ selected service; and

arranging to provide a benefit based on a purchase of said ~~at least one~~
selected service.

58. (Cancelled)

59. (Currently Amended) A method for enabling a purchase of a product or service, comprising:

receiving, from a customer, an indication of a product or service;

receiving, from [[a]] the customer, an indication of a first retailer and a second retailer;

receiving, from a customer, an indication of a willingness to purchase [[a]] the product or service from any one of the first retailer and the second retailer;

selecting, for the customer via a computing device, one of the first retailer and the second retailer;

providing an indication of said selected one of the first retailer and the second retailer;

determining if the product or service has been purchased at said selected one of the first retailer and the second retailer; and

arranging to provide a benefit if the product [[of]] or service has been purchased at said selected one of the first retailer and the second retailer.

60. (Currently Amended) A method for enabling a purchase of a product or service, comprising:

receiving, from a customer, an indication of a product or service;

receiving, from the customer, an indication of a first retailer and a second retailer;

receiving, from a customer, an indication of a willingness to purchase [[a]] the product or service from any one of the first retailer and the second retailer;

selecting, for the customer via a computing device, one of the first retailer and the second retailer;

providing an indication of said selected one of the first retailer and the second retailer;

receiving an indication that the product or service has been purchased at said selected one of the first retailer and the second retailer; and

arranging to provide a benefit if the product [[of]] or service has been purchased at said selected one of the first retailer and the second retailer.

61. (Currently Amended) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a willingness to purchase at least one but not all of a plurality of products;

receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

selecting, for the customer by the third party via a computing device, at least one of the plurality of products;

providing an indication of said ~~at least~~ one selected product; and

providing a benefit based on a purchase of said ~~at least~~ one selected product.

62. (Cancelled)

63. (Currently Amended) A method for enabling a purchase of a service, comprising:
receiving, from a customer, an indication of a willingness to purchase ~~at least one but not all~~ of a plurality of services;

receiving, from the customer, a binding agreement to purchase the one service selected by a third party from the plurality of services;

selecting, for the customer by the third party via a computing device, ~~at least one~~ of the plurality of services;

providing an indication of said ~~at least one~~ selected service; and

providing a benefit based on a purchase of said ~~at least one~~ selected second service.

64. – 68. (Cancelled)

69. (Currently Amended) A system for selling a product, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of a willingness to purchase ~~at least one but not all~~ of a plurality of products;

receive, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

select, for the customer by the third party, ~~at least one~~ of the plurality of products;

provide an indication of said ~~at least one~~ selected product; and

arrange for a benefit to be provided based on a purchase of the selected product

70. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, an indication of a willingness to purchase ~~at least one but not all~~ of a plurality of products;

computer readable means for receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

computer readable means for choosing, for the customer by the third party, ~~at least one~~ of the plurality of products;

computer readable means for generating an indication of said ~~at least one~~ selected product; and

computer readable means for arranging for at least one benefit to be provided based on a purchase of said ~~at least one~~ selected product.

71. (Currently Amended) An apparatus for selling a product, comprising:

means for receiving, from a customer, an indication of a willingness to purchase ~~at least one but not all~~ of a plurality of products;

means for receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

means for choosing, for the customer by the third party, ~~at least one~~ of the plurality of products;

means for generating an indication of said ~~at least one~~ selected product; and

means for arranging for at least one benefit to be provided based on a purchase of said ~~at least one~~ selected one product.

72. (Currently Amended) An article of manufacture, comprising:
a computer usable medium having a computer readable program means embodied therein
for operating an information system, the computer readable program means in said article
of manufacture operable to:

receive, from a customer, an indication of a willingness to purchase ~~at least one~~
~~but not all~~ of a plurality of products;

receive, from the customer, a binding agreement to purchase the one product
selected by a third party from the plurality of products;

select, for the customer by the third party, ~~at least~~ one of the plurality of products;

provide an indication of said ~~at least~~ one selected product; and

arrange for a benefit to be provided based on a purchase of said ~~at least~~ one
selected product.

73. (Currently Amended) A system for selling a service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said
processor being operative to:

receive, from a customer, an indication of a willingness to purchase at
~~least one but not all~~ of a plurality of services;

receive, from the customer, a binding agreement to purchase the one
service selected by a third party from the plurality of services;

select, for the customer by the third party, ~~at least~~ one of the plurality of
services;

provide an indication of said ~~at least one~~ selected service; and

provide an indication of a benefit based on a purchase of said ~~at least one~~
selected service.

74. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, an indication of a willingness to purchase ~~at least one but not all~~ of a plurality of services;

computer readable means for receiving, from the customer, a binding agreement to purchase the one service selected by a third party from the plurality of services;

computer readable means for choosing, for the customer by the third party, ~~at least one~~ of the plurality of services;

computer readable means for generating an indication of said ~~at least one~~ selected service; and

computer readable means for providing an indication of at least one benefit based on a purchase of said ~~at least one~~ selected service.

75. (Currently Amended) An apparatus for selling a service, comprising:

means for receiving, from a customer, an indication of a willingness to purchase ~~at least one but not all~~ of a plurality of services;

means for receiving, from the customer, a binding agreement to purchase the one service selected by a third party from the plurality of services;

means for choosing, for the customer by the third party, ~~at least one~~ of the plurality of services;

means for transmitting an indication of said ~~at least one~~ selected service;
and

means for transmitting an indication of a benefit based on a purchase of said ~~at least one~~ selected service.

76. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a willingness to purchase ~~at least one but not all~~ of a plurality of services;

receive, from the customer, a binding agreement to purchase the one service selected by a third party from the plurality of services;

select, for the customer by the third party, ~~at least~~ one of the plurality of services;

provide an indication of said ~~at least~~ one selected service; and

provide an indication of a benefit based on a purchase of said ~~at least one~~ selected service.

77. (Currently Amended) A system for selling a product, comprising:
- a memory;
 - a communication port; and
 - a processor connected to said memory and said communication port, said processor being operative to:
 - receive, from a customer, an indication of a willingness to purchase ~~at least one but not all~~ of a plurality of products;
 - receive, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;
 - select, for the customer by the third party, ~~at least~~ one of the plurality of products;
 - provide an indication of said ~~at least~~ one selected product;
 - determine if said ~~at least~~ one selected ~~one of the first product and the second~~ product has been purchased; and
 - arrange for a benefit to be provided based on a purchase of said at least one selected product.

78. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, an indication of a willingness to purchase ~~at least one but not all~~ of a plurality of products;

computer readable means for receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

computer readable means for choosing, for the customer by the third party, ~~at least one~~ of the plurality of products;

computer readable means for transmitting an indication of said ~~at least one~~ selected product;

computer readable means for determining if said ~~at least one~~ selected product has been purchased; and

computer readable means for arranging for at least one benefit to be provided based on a purchase of said ~~at least one~~ selected product.

79. (Currently Amended) An apparatus for selling a product, comprising:

means for receiving, from a customer, an indication of a willingness to purchase ~~at least one but not all~~ of a plurality of products;

means for receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

means for choosing, for the customer by the third party, ~~at least one~~ of the plurality of products;

means for transmitting an indication of said ~~at least one~~ selected product;

means for determining if said ~~at least one~~ selected product has been purchased; and

means for arranging for at least one benefit to be provided based on a purchase of said ~~at least one~~ selected product.

80. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a willingness to purchase ~~at least one but not all~~ of a plurality of products;

receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

select, for the customer by the third party, ~~at least~~ one of the plurality of products;

provide an indication of said ~~at least one~~ selected product;

determine if said at least one selected product has been purchased; and

arrange for a benefit to be provided based on a purchase of said ~~at least one~~ selected product.

81. – 84. (Cancelled)

85. (Currently Amended) A system for selling a product or service, comprising:
- a memory;
 - a communication port; and
 - a processor connected to said memory and said communication port, said processor being operative to:
 - receive, from a customer, an indication of a product or service;
 - receive, from ~~[[a]]~~ the customer, an indication of a first retailer and a second retailer;
 - receive, from the customer, an indication of a willingness to purchase ~~[[a]]~~ the product or service from any one of the first retailer and the second retailer;
 - select, for the customer, one of the first retailer and the second retailer;
 - provide an indication of said selected one of the first retailer and the second retailer;
 - determine if a the product or service has been purchased at said selected one of the first retailer and the second retailer; and
 - arrange to provide at least one benefit if a the product ~~[[of]]~~ or service has been purchased at said selected one of the first retailer and the second retailer

86. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, an indication of a product or service;

computer readable means for receiving, from ~~[[a]]~~ the customer, at least one indication of a first retailer and a second retailer;

computer readable means for receiving, from the customer, an indication of a willingness to purchase ~~[[a]]~~ the product or service from any one of the first retailer and the second retailer;

computer readable means for choosing, for the customer, one of the first retailer and the second retailer;

computer readable means for transmitting an indication of said selected one of the first retailer and the second retailer;

computer readable means for determining if ~~a~~ the product or service has been purchased at said selected one of the first retailer and the second retailer; and

computer readable means for arranging to provide at least one benefit if the product ~~[[of]]~~ or service has been purchased at said selected one of the first retailer and the second retailer.

87. (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, an indication of a product or service;

means for receiving, from [[a]] the customer, at least one indication of a first retailer and a second retailer;

means for receiving, from the customer, an indication of a willingness to purchase [[a]] the product or service from any one of the first retailer and the second retailer;

means for choosing, for the customer, one of the first retailer and the second retailer;

means for transmitting an indication of said selected one of the first retailer and the second retailer;

means for determining if a the product or service has been purchased at said selected one of the first retailer and the second retailer; and

means for arranging to provide at least one benefit if the product [[of]] or service has been purchased at said selected one of the first retailer and the second retailer.

88. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receiving, from a customer, an indication of a product or service;

receive, from [[a]] the customer, an indication of a first retailer and a second retailer;

receive, from the customer, an indication of a willingness to purchase [[a]] the product or service from any one of the first retailer and the second retailer;

select, for the customer, one of the first retailer and the second retailer;

provide an indication of said selected one of the first retailer and the second retailer;

determine if a the product or service has been purchased at said selected one of the first retailer and the second retailer; and

arrange to provide a benefit if the product [[of]] or service has been purchased at said selected one of the first retailer and the second retailer.

89. (Currently Amended) A system for selling a product or service, comprising:
- a memory;
 - a communication port; and
 - a processor connected to said memory and said communication port, said processor being operative to:
 - receive, from a customer, an indication of a product or service;
 - receive, from ~~[[a]]~~ the customer, an indication of a first retailer and a second retailer;
 - receive, from the customer, an indication of a willingness to purchase ~~any one of the first product~~ ~~[[and]]~~ or the second product service;
 - select, for the customer, one of the first retailer and the second retailer;
 - provide an indication of said selected one of the first retailer and the second retailer;
 - receive an indication that the product or service has been purchased at said selected one of the first retailer and the second retailer; and
 - arrange to provide a benefit if the product ~~[[of]]~~ or service has been purchased at said selected one of the first retailer and the second retailer, the benefit being provided in exchange for the selecting.

90. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, an indication of a product or service;

computer readable means for receiving, from ~~[[a]]~~ the customer, at least one indication of a first retailer and a second retailer;

computer readable means for receiving, from the customer, an indication of a willingness to purchase ~~[[a]]~~ the product or service from any one of the first retailer and the second retailer;

computer readable means for choosing, for the customer, one of the first retailer and the second retailer;

computer readable means providing an indication of said selected one of the first retailer and the second retailer;

computer readable means for receiving at least one indication that the product or service has been purchased at said selected one of the first retailer and the second retailer; and

computer readable means for arranging to provide at least one benefit if the product ~~[[of]]~~ or service has been purchased at said selected one of the first retailer and the second retailer.

91. (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, an indication of a product or service;

means for receiving, from [[a]] the customer, an indication of a first retailer and a second retailer;

means for receiving, from the customer, an indication of a willingness to purchase [[a]] the product or service from any one of the first retailer and the second retailer;

means for choosing, for the customer, one of the first retailer and the second retailer;

means for transmitting an indication of said selected one of the first retailer and the second retailer;

means for receiving an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer; and

means for arranging to provide at least one benefit if the product [[of]] or service has been purchased at said selected one of the first retailer and the second retailer.

92. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a product or service;

receive, from [[a]] the customer, an indication of a first retailer and a second retailer;

receive, from the customer, an indication of a willingness to purchase [[a]] the product or service from any one of the first retailer and the second retailer;

select, for the customer, one of the first retailer and the second retailer;

provide an indication of said selected one of the first retailer and the second retailer;

receive an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer; and

arrange to provide a benefit if the product [[of]] or service has been purchased at said selected one of the first retailer and the second retailer.

93. (Currently Amended) A system for selling a product or service, comprising:
- a memory;
 - a communication port; and
 - a processor connected to said memory and said communication port, said processor being operative to:
 - receive, from a customer, an indication of a product or service;
 - receive, from ~~[[a]]~~ the customer, an indication of a first retailer and a second retailer;
 - receive, from the customer, an indication of a willingness to purchase ~~[[a]]~~ the product or service from any one of the first retailer and the second retailer;
 - select, for the customer, one of the first retailer and the second retailer;
 - provide an indication of said selected one of the first retailer and the second retailer;
 - receive an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer; and
 - provide an indication of a benefit if the product ~~[[of]]~~ or service has been purchased at said selected one of the first retailer and the second retailer.

94. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means receiving, from a customer, an indication of a product or service;

computer readable means for receiving, from ~~[[a]]~~ the customer, at least one indication of a first retailer and a second retailer;

computer readable means for receiving, from the customer, an indication of a willingness to purchase ~~[[a]]~~ the product or service from any one of the first retailer and the second retailer;

computer readable means for choosing, for a customer, one of the first retailer and the second retailer;

computer readable means for transmitting an indication of said selected one of the first retailer and the second retailer;

computer readable means for receiving an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer;
and

computer readable means for transmitting an indication of a benefit if the product ~~[[of]]~~ or service has been purchased at said selected one of the first retailer and the second retailer.

95. (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, an indication of a product or service;

means for receiving, from [[a]] the customer, an indication of a first retailer and a second retailer;

means for receiving, from the customer, an indication of a willingness to purchase [[a]] the product or service from any one of the first retailer and the second retailer;

means for choosing, for a customer, one of the first retailer and the second retailer;

means for transmitting an indication of said selected one of the first retailer and the second retailer;

means for receiving an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer; and

means for transmitting an indication of a benefit if the product [[of]] or service has been purchased at said selected one of the first retailer and the second retailer.

96. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a product or service;

receive, from ~~[[a]]~~ the customer, an indication of a first retailer and a second retailer;

receive, from the customer, an indication of a willingness to purchase ~~[[a]]~~ the product or service from any one of the first retailer and the second retailer;

select, for the customer, one of the first retailer and the second retailer;

provide an indication of said selected one of the first retailer and the second retailer;

receive an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer; and

provide an indication of a benefit if a the product ~~[[of]]~~ or service has been purchased at said selected one of the first retailer and the second retailer.

97. (Currently Amended) The method of claim 1, wherein ~~receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product comprises:~~

~~———receiving, from the customer, the agreement is~~ a binding commitment to purchase ~~a one of the first product and the second~~ the product that is selected for the customer.

98. (Cancelled)

99. (Previously Presented) A method for enabling a purchase of a product, the method comprising:

receiving, from a customer, an indication of a willingness to purchase at ~~least one but not all~~ of a plurality of products;
receiving, from the customer, a binding agreement to purchase the one
product selected by a third party from the plurality of products;
selecting, for the customer by the third party via a computing device, at ~~least one~~ of the plurality of products;
providing an indication of the ~~at least one~~ selected product; and
arranging for a benefit to be provided based on the purchase of the selected product;
wherein the benefit is provided in exchange for the selecting.

100. (Previously Presented) A method for enabling a purchase of a service, the method comprising:

receiving, from a customer, an indication of a willingness to purchase at ~~least one but not all~~ of a plurality of services;
receiving, from the customer, a binding agreement to purchase the one
service selected by a third party from the plurality of services;
selecting, for the customer by the third party via a computing device, at ~~least one~~ of the plurality of services;
providing an indication of the ~~at least one~~ selected service; and
arranging for a benefit to be provided based on the purchase of the selected service;
wherein the benefit is provided in exchange for the selecting.

101. (New) A method for enabling a purchase of a product, comprising:

- receiving, from a customer, an indication of a willingness to purchase one of a plurality of products,
- the indication including a binding agreement to purchase one product selected by a controller from the plurality of products;
- after receiving the indication, selecting, by a controller, one of the plurality of products for the customer;
- providing an indication of the selected product; and
- providing a benefit to the customer, the benefit being provided in exchange for the selecting.

102. (New) A method for enabling a purchase of a product, comprising:

- receiving, from a customer, an indication of a willingness to purchase one of a plurality of products,
- the indication including a binding agreement to purchase one selected product from the plurality of products;
- after receiving the indication, selecting, for the customer via a computing device, one of the plurality of products;
- providing an indication of the selected product;
- arranging for a benefit to be provided based on a purchase of selected product.
- determining if the product is purchased by the customer; and
- imposing a penalty if it has been determined the product is not purchased.

103. (New) A method for enabling a purchase of a product, comprising:
receiving, from a customer, an indication of a willingness to purchase one of a plurality of products,
the indication including a binding agreement to purchase one selected product from the plurality of products;
after receiving the indication, selecting, for the customer via a computing device, one of the plurality of products;
providing an indication of the selected product;
arranging for a benefit to be provided based on a purchase of the selected product.
determining if the product is purchased by the customer; and
providing a benefit if it has been determined the product is purchased, the benefit being provided in exchange for the selecting.

104. (New) A method for enabling a purchase of a hotel room, comprising:
receiving, from a customer, an indication of a willingness to purchase one of a plurality of hotel rooms,
the indication including a binding agreement to purchase at least one selected hotel room from the plurality of hotel rooms;
after receiving the indication, selecting, for the customer via a computing device, one of the plurality of hotel rooms;
providing an indication of the selected hotel room; and
providing a benefit.

105. (New) A method for enabling a purchase of airfare, comprising:
receiving, from a customer, an indication of a willingness to purchase of a plurality of tickets,
the indication including a binding agreement to purchase one selected ticket from the plurality of tickets;
after receiving the indication, selecting, for the customer via a computing device, one of the plurality of tickets;
providing an indication of the selected ticket; and
providing a benefit.
106. (New) A method for enabling a car rental, comprising:
receiving, from a customer, an indication of a willingness to rent one of a plurality of cars,
the indication including a binding agreement to rent one selected car from the plurality of cars;
after receiving the indication, selecting, for the customer via a computing device, one of the plurality of cars;
providing an indication of the selected car; and
providing a benefit.
107. (New) A method for enabling a purchase of travel services, comprising:
receiving, from a customer, an indication of a willingness to purchase one of a plurality of travel services,
the indication including a binding agreement to purchase one selected travel service from the plurality of travel services;
after receiving the indication, selecting, for the customer via a computing device, one of the plurality of travel services;
providing an indication of the selected travel service; and
providing a benefit.

108. (NEW) A method comprising:

determining a first product and a second product;

determining that a customer is not willing to purchase both the first product and the second product;

determining that the customer is willing to allow a computing device to select only one of the first product and the second product for the customer to purchase;

after determining that the customer is not willing to purchase both the first product and the second product, and

after determining that the customer is willing to allow the computing device to select only one of the first product and the second product for the customer to purchase:

selecting, by the computing device, the first product for the customer to purchase;

providing an indication to the customer of the selected first product;

determining that the customer purchased the selected first product; and

providing the benefit to the customer.

109. (NEW) A method comprising:

receiving, from a customer, an indication of a willingness to purchase one a plurality of products,

the indication including a binding agreement by the customer to purchase, at least one product to be selected by a computing device from the plurality of products;

after receiving the indication from the customer, selecting, by a computing device, one of the plurality of products for the customer to purchase;

providing an indication to the customer of the at least one selected product; and

arranging for a benefit to be provided based on a purchase of the at least one selected product.

110. (NEW) A method comprising:

receiving from a customer an indication of a set of at least two products,

from which set the customer is willing to purchase one product but is not willing to purchase all of the products;

determining that the customer agrees to allow a computing device, instead of the customer, to select the at least one product from the set for the customer to purchase;

providing the benefit to the customer; and

after determining that the customer agrees to allow the computing device to select, and

after receiving the indication of the set from which the customer is willing to purchase one but not all of the products:

selecting, by the computing device, one but not all of the products of the set for the customer to purchase.

111. (NEW) A method comprising:

determining a first service and a second service;

determining that a customer is not willing to purchase both the first service and the second service;

determining that the customer is willing to allow a computing device to select only one of the first service and the second service for the customer to purchase;

after determining that the customer is not willing to purchase both the first service and the second service, and

after determining that the customer is willing to allow the computing device to select only one of the first service and the second service for the customer to purchase:

selecting, by the computing device, the first service for the customer to purchase;

providing an indication to the customer of the selected first service;

determining that the customer purchased the selected first service; and

providing the benefit to the customer.

112. (NEW) A method comprising:

receiving, from a customer, an indication of a willingness to purchase one of a plurality of services,

the indication including a binding agreement by the customer to purchase,
in exchange for a benefit, at least one service to be selected by a
computing device from the plurality of services;

after receiving the indication from the customer, selecting, by a computing device,
one of the plurality of services for the customer to purchase;

providing an indication to the customer of the one selected service; and

providing a benefit.

113. (NEW) A method comprising:

receiving from a customer an indication of a set of at least two services,

from which set the customer is willing to purchase one service but is not willing to purchase all of the services;

determining that the customer agrees to allow a computing device, instead of the customer, to select the one service from the set for the customer to purchase;

providing the benefit to the customer; and

after determining that the customer agrees to allow the computing device to select, and

after receiving the indication of the set from which the customer is willing to purchase one but not all of the services:

selecting, by the computing device, one but not all of the services of the set for the customer to purchase.